

Message Text

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ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 BIB-01 /024 W
-----117561 230121Z /13

R 221504Z FEB 78
FM AMEMBASSY CARACAS
TO SECSTATE WASHDC 1264
INFO USDOC WASHDC
AMEMBASSY BOGOTA
AMEMBASSY LIMA
AMEMBASSY LA PAZ
AMEMBASSY QUITO

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E.O. 11652: NA
TAGS: ETEL, BEXP, VE
SUBJECT: COLOR TV STYSTEM FOR VENEZUELA

REF: 77 USDOC 22354, 76 STATE 238142, 76 CARACAS 10447

1. THE EMBASSY CONTINUES TO FOLLOW THE COLOR TV SITUATION IN VENEZUELA. PRESENT STATE OF PLAY IS THAT THE PEREZ ADMINISTRATION WILL NOT APPROVE COLOR TV OPERATION IN VENEZUELA FOR REASONS OF ECONOMIC DEVELOPMENT PRIORITIES.

2. HOWEVER, CURRENT OPINION OF EMBASSY CONTACTS, BOTH IN THE PRIVATE SECTOR AND IN GOVERNMENT, IS THAT A REVERSAL OF THIS DECISION WOULD LIKELY OCCUR EARLY IN THE NEXT ADMINISTRATION WHICH WILL BE INAUGURATED IN MARCH 1979. AN ALTERNATIVE SCENARIO IS THAT COLOR TV WILL COME TO VENEZUELA BY DEFAULT, WITHOUT AN ANNOUNCED DECISION, FOR REASONS STATED FOLLOWING PARA.

3. THERE IS NO OUTRIGHT BAN ON THE IMPORTATION OF COLOR TV RECEIVERS. THEY ARE SUBJECT TO A 200 PERCENT TARIFF, THE SAME AS FOR BLACK AND WHITE SETS. DECREE 2547 (CARACAS 1537) RECENTLY IMPOSED PRIOR

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IMPORT LICENSING REQUIREMENTS ON A NUMBER OF HOUSEHOLD APPLIANCES, INCLUDING BOTH COLOR AND BLACK AND WHITE TV. IT IS UNKNOWN AS YET WHETHER COLOR TV ONLY OR ALL TV SETS WILL BE PROHIBITED IN THE FUTURE. THERE ALREADY ARE A LARGE NUMBER OF COLOR TV SETS IN THE COUNTRY, WITH ESTIMATES RANGING FROM 50,000 TO 100,000 THOUSAND. ALL APPARENTLY ARE NTSC STANDARD SETS. IN ADDITION, BROADCASTERS HAVE PURCHASED SUBSTANTIAL AMOUNTS OF COLOR CAMERAS AND STUDIO EQUIPMENT,

ALSO TO NTSC STANDARDS. MANY PROGRAM MATERIALS AND DIRECT FEEDS FROM THE SATELLITE ARE INTERMITTENTLY SHOWING TRACES OF COLOR CONTENT ON COLOR TV SETS. IT HAS BEEN REPORTED TO THE EMBASSY THAT THE MINISTER OF TRANSPORT AND COMMUNICATIONS APPROVED INCLUSION OF COLOR CAPABILITY IN THE ENGINEERING DEFINITION FOR THE SECOND SATELLITE GROUND STATION NOW UNDER REVIEW. THE EMBASSY ALSO HAS BEEN TOLD THAT AN ENTERPRISING ENGINEER HAS FABRICATED AN ATTACHEMENT WHICH WILL RESTORE THE ATTENUATED COLOR TV SIGNALS NOW BEING BROADCAST INTO SOMETHING APPROACHING FULL COLOR CONTENT, AND IS SELLING THEM AT A HANDSOME PRICE.

4. ON THE PRODUCTION SIDE, TV MANUFACTURERS ARE APPARENTLY NOT EAGER TO PUSH COLOR TV ALTHOUGH THEY HAVE CONTINGENCY PLANS FOR LOCAL PRODUCTION. SINCE THE GOV HAS RECENTLY FORCED THE INDUSTRY TO RATIONALIZE PRODUCTION BY SEVERELY REDUCING THE NUMBER OF CHASSIS DESIGNS ALLOWED TO BE PRODUCED IN VENEZUELA, THERE IS VERY GOOD CHANCE THAT THE NUMBER OF COLOR TV CHASSIS WILL BE LIMITED ALSO AND THAT THE GOV WILL REQUEST PROPOSALS FROM THE EXISTING INDUSTRIALISTS.

5. THE EMBASSY HAS NOT BEEN ABLE TO ELICIT ANY OFFICIAL INDICATION OF WHICH STANDARD WOULD BE ADOPTED. OFFICIAL REPLIES CONSISTENTLY HAVE BEEN "WE DO NOT INTEND TO APPROVE COLOR TV." ONE RELIABLE SOURCE WITHIN CANTV BELIEVES THAT THE US' NTSC STANDARD IS FIRMLY IN PLACE. A CONTRACT IN THE TRADE CONCURS, BUT WITH THE RESERVATION THAT PAL-M SYSTEM SIMILAR TO THE ONE INSTALLED IN BRAZIL COULD BE A LIMITED OFFICIAL USE

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POSSIBILITY.

6. EMBASSY STILL BELIEVES THAT A COLOR TV SYMPOSIUM WILL NOT BE WELCOMED BY THE GOV PRIOR TO THE ELECTIONS IN DECEMBER THIS YEAR. HOWEVER, EMBASSY WISHES TO INQUIRE INTO POSSIBLE FEASIBILITY OF A PROMOTIONAL EFFORT AFTER THE FIRST OF THE YEAR. IF THERE IS SUBSTANTIAL INTEREST ON THE US SIDE, EMBASSY COULD INVEST ADDITIONAL EFFORT IN READING THE SITUATION AND/OR PREPARING THE GROUND FOR A SYMPOSIUM PLEASE ADVISE.
VAKY

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TELEVISION BROADCASTING
Control Number: n/a
Copy: SINGLE
Draft Date: 22 feb 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 20 Mar 2014
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Film Number: D780083-0100
Format: TEL
From: CARACAS
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780230/aaaaayrb.tel
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Litigation Codes:
Litigation History:
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